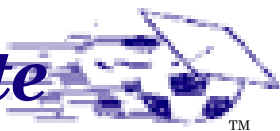


# Student Athlete magazine

*Helping serious student athletes get to college*



## The Student Athlete Magazine

14804 Enclave Lakes Dr., #C-1

Delray Beach, FL 33484

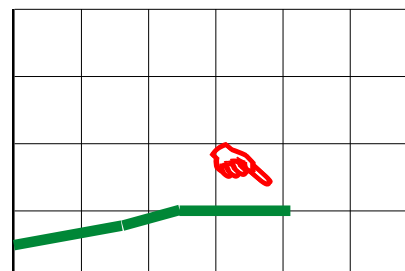
Tel: (561) 498-1546

Fax: (561) 498-2956

E-Mail: [theinstep@aol.com](mailto:theinstep@aol.com)

Net: <http://www.Student-Athlete.Net>

## Doing well ... ... by doing good



Is your program here?

This guide shows how you can use our publications to achieve your advertising and promotion objectives, while helping student athletes.

Helping players, while helping your program. Money well spent!

We are **The Student Athlete Scholarships Foundation**, a non-profit group helping student athletes get to college and on varsity teams ... many with scholarships.

Since 1991 we have shipped 1 million magazines and 11 million *College Opportunities* brochures, carrying college information and ad messages into the homes of your best customers ... **reaching more families than all national sports magazines.**

Because of our special relationship with families, our advertisers enjoy the most cost effective access to the Teenage Sports Market. No other magazine is dedicated to helping student athletes meet the coach they will someday play for.

Our readers are serious about sports:

- √ Attend 2.4 camps per yr. and spend \$3000 per yr. on sports
- √ Average subscriber age is 15.5 years, 93% are club, select or ODP players.
- √ Youth coaches and team managers make up 29% of our subscribers.

**Because our information is so important to the family, our publications are saved and shared, while all other publications (and your ads) are in the landfill ...**

# An overview of our publications and services

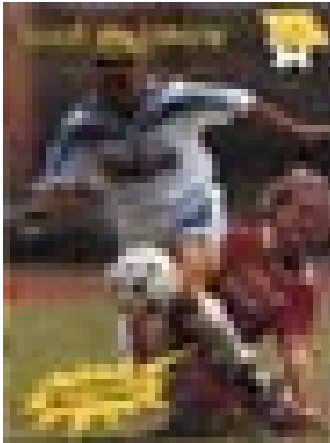
## **Student Athlete magazine -**

A serious quarterly in standard magazine size. Unique editorial by leading college and youth coaches.

Received by key executives in youth sports.

32 pages

**Advertising from \$50/thousand**



## **How To Pamphlets -**

Set of 18 inexpensive pocket sized guides on the key steps leading to college and sports.

Promotion opportunities.

8 pages

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## **Best Camps book -**

Workbook quality. Updated annually. Advertiser's section is magazine quality. Reviews top summer soccer camps that host the best 60,000 players.

100 pages



## **College Opportunities brochure -**

Full color, magazine quality containing your ad on back cover. Millions distributed by us. The most cost effective path to the Student Athletes.

2 or 4 or 6 pages

**Advertising from \$1/thousand**

## **Winning Your Scholarship book -**

Workbook quality. Updated annually. Advertiser's section is magazine quality. Reviews more than 2200 college soccer teams.

100 pages

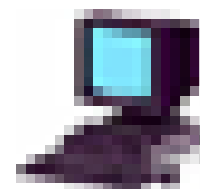
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## **Best Tournaments book -**

Workbook quality. Updated annually. Advertiser's section is magazine quality. Reviews the top competitive tournaments hosting 500,000 players and 1000 recruiting colleges.

100 pages



## **Computer-based services -**

50,000 OPTIN Newsletters/mo. Recommended Site service Club, high school databases

**Advertising from \$1/thousand**

**Contact: Bob Collins (561) 498-1546 or THEINSTEP@AOL.COM**

# Four ways our publications can help you

Contact: Bob Collins (561) 498-1546 or THEINSTEP@AOL.COM

## 1 our *Student Athlete* magazine



Our Special spring issue features a *Recommended Programs* section containing your 1/4 page ad beside our 1/4 page article about you.

And your ad fits exactly on the back of our yellow brochures (clever, eh?)

For national advertising use *Student Athlete* magazine every spring

**Cost: \$400 for 1/2 page**

For regional & national advertising use the *Scholarships* brochure year around

**Cost: from 1 cent per ad**

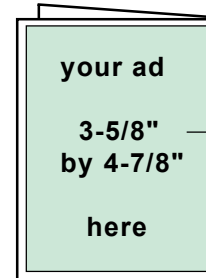
## 2

## our *College Opportunities* brochure

in 700,000 EUROSPORT packages and thousands of stores



front



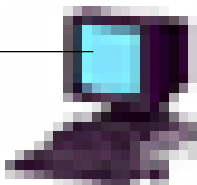
back

 see sample

## 3 on our website

For world-wide advertising Display your article on our web site for entire year

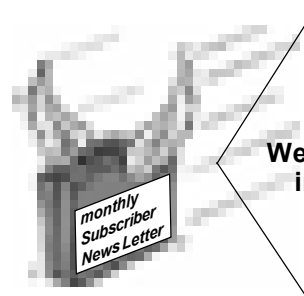
**Cost: \$1.00 per day**  
200,000 visitors



## 4 our Monthly Newsletter

Email Direct to family advertising We recommend your program in our monthly newsletter

**Cost: 1 cent per family**  
50,000 subscribers



c:\pms5\Camp\pghow adv proposal 2000 .p65

Don't have overnight camps? Use **3 & 4** to tell your story, nationwide.

**Birmingham Southern College, founded in 1856, is private liberal arts college affiliated with the United Methodist Church. Offering men's and women's soccer today, Coach Preston Goldfarb founded the Panther Men's Varsity Program in 1983 ... and BSC soccer changed ... forever.**



Preston, one of the most fascinating college soccer coaches we know, has tremendous energy and vision. Preston is relentless. His Panthers, are now NCAA D-I; when NAIA affiliated, hosted three National Tournaments and were National Championship runners-up.

Preston says, "When selecting your college, consider that there are higher profile soccer programs than ours, where you may be a role player spending years building seniority on the bench. At BSC, you can be an impact player and make a visible, measurable contribution to our growth from a very successful NAIA program to a national ranking in Division I."

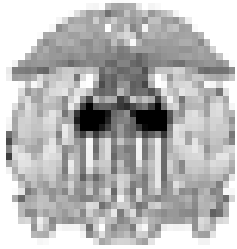
Preston attended Oklahoma U on a basketball scholarship shaping his vision of the coach's role in developing student athletes. President of the NAIA, Coach of the Year three times and, in 2000, was honored as a member of the Hall of Fame for his 28 years of passionate promotion of the sport at all levels.

"Excellence Through Fundamentals" is the theme of BSC, the Panther program and Preston's summer soccer camp. You will see Coach Goldfarb on the field with players every day and most of the players on his varsity squad began at camp, some returning for 10 consecutive years!

To reserve call: (205) 226-4895 or [pgoldfar@bsc.edu](mailto:pgoldfar@bsc.edu).  
Register on-line: [www.bsports.net/msoccer/camps.htm](http://www.bsports.net/msoccer/camps.htm)

**The story above was printed on 50,000 "College Opportunities" brochures and also displayed in "Recommended Sites" on our website, where 200,000 players and coaches visit each year. There is no less expensive way to reach serious student athletes who may someday play on your team.**

## Kings Point ... selecting only 266 young men and women



**A tuition free B.S. Degree,  
study abroad in 18 countries,  
a great job after graduation,  
optional active duty service  
... and a winning soccer team ...**

**Where do I sign?"**

The U.S. Merchant Marine Academy, prominently sited on Long Island's posh North shore, in the 82 acre former Chrysler estate has, since 1943, been educating some of this nation's most fortunate young men and women.

Because global commerce is largely borne by merchant shipping, the most cost effective way to move the world's goods, Kings Point views the world through International Business. Kings Point prepares its graduates for leadership roles in that commercial environment, and consequently, active military duty, after graduation, is an option, but is not mandatory.

Because of shipping's economic importance in peacetime and it's strategic importance in wartime, Kings Point is a government funded four year college.

Each year the Academy Admissions Office selects some 266 young men and women for its plebe class. All have met the physical, security and character requirements for appointment as a U.S. Naval Reserve Midshipman, and all have obtained a congressional nomination. Assistance may be available to athletes; those anticipating difficulty meeting requirements should speak with their coach. Kings Point shares access with Navy and Coast Guard, to a one year prep school in Rhode Island.

Chrysler's former mansion is now the administration building for this spectacular campus, set on a truly unique piece of real estate ... not to be compared with any campus ... and never to be duplicated. Cadets enjoy the tranquility of 82 beautiful acres, less than an hour from New York City. After graduation that city, world headquarters for global commerce, will provide ready job opportunities for all Kings Point graduates.

You'll find a real camaraderie with the other members of your class. Kings Point, a small D-III school, has less than 1000 cadets and 80 full time faculty.

Tough academics and athletics tone your mind and body. Six majors in Engineering and Marine Transportation, leading to a Bachelor of Science are offered. Because of the year at sea, cadets must work harder to complete a four year Bachelor of Science degree in three years. Successful students have, or soon acquire, a strong sense of discipline and time management skills.

Kings Pointers gain a perspective that students at other college simply don't get. They experience systems and equipment in a real-world environment. What other college's classroom can include Winter in the North Atlantic, or docking a supertanker, or maneuvering through fishing boats in fog or machining a part to repair a vital pump that will get your ship moving again?

Sea year is the defining experience. Preparing you to command ships, accepting responsibility for the safety of the vessel, cargo and crew. You'll spend half of your sophomore and junior years on ships with a fellow student visiting 18 foreign countries by graduation.

In extracurricular activities, the emphasis is on participation and fun. The most precious thing you have here is time. You have to learn to use it well.

Kings Point has the best waterfront program in the world; its nationally ranked intercollegiate sailing and crew teams, compete against Harvard and Yale. KP's offshore sailing team, with five 40 foot sloops (see cover) competes in the Bermuda Race and Block Island week.

Kings Point's waterfront, home port to 60 vessels of all sizes, usually includes several beautiful yachts donated for tax credit by wealthy yachtmen; cadets, responsible for all of the fleet's maintenance, become thoroughly professional sailors and seamen.

Kings point students get to see the world while they prepare for a career. The academy offers on-campus recruiting and a powerful network of alumni willing to help.

Kings Point alumni hold top positions with major businesses. When you're given a lot of responsibility, you learn to be a leader. A Standard and Poor's Report on Senior Managers ranks the USMMA in the top 25 for producing Presidents, Vice-Presidents and Directors.

Ask students why they chose Kings Point and you'll hear the phrase, "great career opportunities." In addition to their Bachelor of Science, graduates receive a commission as Ensign in the US Navy reserve and a license as Third Engineer or Third Mate on merchant ships.

Mike Smolens, Assistant AD and Head Men's Soccer Coach says, "The best thing about Kings Point is the options it gives a young man or woman, and how it prepares our students for success immediately following graduation. Kings Point is a tough, demanding place to be, but it's a great place to be from."

Mike said, "Sports here is a challenging, but extremely rewarding experience. Our student athletes face high academic and regimental standards while competing in our squads. Even though we have great success on the field, the most rewarding aspect of our program is the success Midshipmen players achieve after graduation."

Varsity sports helps first year cadets adjust to the structured academy environment. Teammates, are teammates before they are upper classmen and they all want to help you succeed. The team enjoys activities together and, of course, travel to away games is always a welcome break. A Team Advisor helps deal with your top priority at Kings Point ... your academics!

Prospective candidates should start early. Contact the Admissions Office and Mike Smolens early in their junior year. Remember sophomores: NCAA rules do allow academy coaches to discuss admissions with candidates in their junior year. Call Coach Mike Smolens at (516) 773-5321. We site is [www.usmma.edu](http://www.usmma.edu).